

CONTRACT

KVVU TV
25-TV 5 Drive
Henderson, NV 89014
(702)435-5555

And:

Campaign Group
1600 Locust St.
Philadelphia, PA 19103

<u>Contract / Revision</u> 492051 /		<u>Alt Order #</u> 06303310
<u>Product</u> AFSCME		
<u>Contract Dates</u> 09/12/12 - 09/25/12		<u>Estimate #</u>
<u>Advertiser</u> AFSCME		<u>Original Date / Revision</u> 08/31/12 / 08/31/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KVVU	<u>Account Executive</u> Teresa Difuria	<u>Sales Office</u> TELEREP-PHIL
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	KVVU	09/12/12	09/24/12	FOX 5 News 5-6am M-F	5a-6a		:30			NM	10	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/12/12	09/18/12	M-WTF--				5	\$450.00			
		Week: 09/19/12	09/25/12	M-WTF--				5	\$450.00			
N 2	KVVU	09/12/12	09/24/12	Fox 5 News AM M-F 6a-7a	M-F 6a-7a		:30			NM	10	\$8,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/12/12	09/18/12	M-WTF--				5	\$825.00			
		Week: 09/19/12	09/25/12	M-WTF--				5	\$825.00			
N 3	KVVU	09/12/12	09/24/12	Fox 5 News AM M-F 7a-9a	M-F 7a-9a		:30			NM	10	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/12/12	09/18/12	M-WTF--				5	\$750.00			
		Week: 09/19/12	09/25/12	M-WTF--				5	\$750.00			
N 4	KVVU	09/12/12	09/24/12	More M-F 9-10a	M-F 9a-10a		:30			NM	10	\$2,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/12/12	09/18/12	M-WTF--				5	\$215.00			
		Week: 09/19/12	09/25/12	M-WTF--				5	\$215.00			
N 5	KVVU	09/12/12	09/24/12	The Dr.Oz Show	M-F 10a-11a		:30			NM	10	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/12/12	09/18/12	M-WTF--				5	\$225.00			
		Week: 09/19/12	09/25/12	M-WTF--				5	\$225.00			
N 6	KVVU	09/12/12	09/24/12	M-F 1-2pm	1-2pm		:30			NM	6	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/12/12	09/18/12	M-WTF--				3	\$175.00			
		Week: 09/19/12	09/25/12	M-WTF--				3	\$175.00			
N 7	KVVU	09/12/12	09/24/12	Katie Couric	2-3p		:30			NM	10	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/12/12	09/18/12	M-WTF--				5	\$250.00			
		Week: 09/19/12	09/25/12	M-WTF--				5	\$250.00			
N 8	KVVU	09/12/12	09/24/12	Anderson	3-4p		:30			NM	6	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/12/12	09/18/12	M-WTF--				3	\$275.00			
		Week: 09/19/12	09/25/12	M-WTF--				3	\$275.00			

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.



KVVU TV
25-TV 5 Drive
Henderson, NV 89014
(702)435-5555

<u>Contract / Revision</u>	<u>Alt Order #</u>
492051 /	06303310

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
09/12/12 - 09/25/12	AFSCME	

<u>Advertiser</u>	<u>Original Date / Revision</u>
AFSCME	08/31/12 / 08/31/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 9	KVVU	09/12/12	09/24/12	The Dr.Oz Show	4-5p		:30			NM	6	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/12/12	09/18/12	M-WTF--				3	\$350.00			
	Week:	09/19/12	09/25/12	M-WTF--				3	\$350.00			
N 10	KVVU	09/12/12	09/24/12	Fox 5 News at 5	5-530p		:30			NM	6	\$3,510.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/12/12	09/18/12	M-WTF--				3	\$585.00			
	Week:	09/19/12	09/25/12	M-WTF--				3	\$585.00			
N 11	KVVU	09/12/12	09/24/12	Fox 5 News at 5 MF 530-6p	M-F 530-6p		:30			NM	6	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/12/12	09/18/12	M-WTF--				3	\$600.00			
	Week:	09/19/12	09/25/12	M-WTF--				3	\$600.00			
N 12	KVVU	09/12/12	09/24/12	Fox 5 News at 6pm	M-F 6-630pm		:30			NM	6	\$3,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/12/12	09/18/12	M-WTF--				3	\$525.00			
	Week:	09/19/12	09/25/12	M-WTF--				3	\$525.00			
N 13	KVVU	09/12/12	09/24/12	MORE Access	630-7pm		:30			NM	6	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/12/12	09/18/12	M-WTF--				3	\$400.00			
	Week:	09/19/12	09/25/12	M-WTF--				3	\$400.00			
N 14	KVVU	09/12/12	09/24/12	Extra	M-F 7-730p		:30			NM	6	\$3,450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/12/12	09/18/12	M-WTF--				3	\$575.00			
	Week:	09/19/12	09/25/12	M-WTF--				3	\$575.00			
N 15	KVVU	09/12/12	09/24/12	TMZ	730-8p		:30			NM	10	\$8,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/12/12	09/18/12	M-WTF--				5	\$825.00			
	Week:	09/19/12	09/25/12	M-WTF--				5	\$825.00			
N 16	KVVU	09/12/12	09/24/12	Fox 5 News M-F 10p-11p	10p-11p		:30			NM	6	\$10,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/12/12	09/18/12	M-WTF--				3	\$1,725.00			
	Week:	09/19/12	09/25/12	M-WTF--				3	\$1,725.00			
N 17	KVVU	09/15/12	09/22/12	FOX 5 News Sat 10-11p	10-11p Sat		:30			NM	2	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/10/12	09/16/12	-----1-				1	\$950.00			
	Week:	09/17/12	09/23/12	-----1-				1	\$950.00			
N 18	KVVU	09/16/12	09/23/12	Fox 5 News Su 10p-1045p	Su 10p-1045p		:30			NM	2	\$3,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/10/12	09/16/12	-----1				1	\$1,575.00			
	Week:	09/17/12	09/23/12	-----1				1	\$1,575.00			
N 19	KVVU	09/16/12	09/23/12	Sports Plus Su 1045p	1045p-11p		:30			NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/10/12	09/16/12	-----1				1	\$1,000.00			
	Week:	09/17/12	09/23/12	-----1				1	\$1,000.00			
N 20	KVVU	09/23/12	09/23/12	The Closer	Sun 1-2am		:30			NM	1	\$65.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/17/12	09/23/12	-----1				1	\$65.00			
N 21	KVVU	09/17/12	09/24/12	Bones	Mon 8p-9p		:30			NM	2	\$5,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/17/12	09/23/12	1-----				1	\$2,700.00			

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.



KVVU TV
25-TV 5 Drive
Henderson, NV 89014
(702)435-5555

<u>Contract / Revision</u> 492051 /		<u>Alt Order #</u> 06303310
<u>Contract Dates</u> 09/12/12 - 09/25/12	<u>Product</u> AFSCME	<u>Estimate #</u>
<u>Advertiser</u> AFSCME		<u>Original Date / Revision</u> 08/31/12 / 08/31/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	1-----				1	\$2,700.00			
N 22	KVVU	09/25/12	09/25/12	New Girl/Ben and Kate	Tue 8p-9p		:30			NM	1	\$2,825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-1-----				1	\$2,825.00			
N 23	KVVU	09/12/12	09/19/12	The X Factor	The X Factor		:30			NM	2	\$8,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	--1----				1	\$4,250.00			
Week:		09/17/12	09/23/12	--1----				1	\$4,250.00			
N 24	KVVU	09/16/12	09/23/12	NFL Early Game	NFL Early Game		:30			NM	2	\$13,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	-----1				1	\$6,500.00			
Week:		09/17/12	09/23/12	-----1				1	\$6,500.00			
N 25	KVVU	09/22/12	09/22/12	NCAA Football Late Game	NCAA Football Lat		:30			NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-----1-				1	\$2,000.00			
N 26	KVVU	09/16/12	09/23/12	Criminal Minds	Sun 11p-12am		:30			NM	2	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	-----1				1	\$225.00			
Week:		09/17/12	09/23/12	-----1				1	\$225.00			
N 27	KVVU	09/17/12	09/24/12	The Mob Doctor	Mon 9p-10p		:30			NM	2	\$6,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	1-----				1	\$3,250.00			
Week:		09/24/12	09/30/12	1-----				1	\$3,250.00			
N 28	KVVU	09/13/12	09/20/12	The X Factor	The X Factor		:30			NM	2	\$6,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	---1---				1	\$3,250.00			
Week:		09/17/12	09/23/12	---1---				1	\$3,250.00			
N 29	KVVU	09/13/12	09/20/12	Glee	Thu 9p-10p		:30			NM	2	\$7,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	---1---				1	\$3,850.00			
Week:		09/17/12	09/23/12	---1---				1	\$3,850.00			
N 30	KVVU	09/16/12	09/16/12	NFL Early Game	NFL Early Game		:30			NM	1	\$5,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	-----1				1	\$5,800.00			
Totals											148	\$132,450.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/25/12	148	\$132,450.00	\$112,582.50
Totals	148	\$132,450.00	\$112,582.50

Signature: _____ Date: _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.

AUG31/12 15.24
*** KVVU-TV ***

1	500A-600A	30	\$450.00	9/12	9/24	5	W-F,M	10
PROGRAM : NEWS								
RA35+ : 1.3								
2	600A-700A	30	\$825.00	9/12	9/24	5	W-F,M	10
PROGRAM : NEWS								
RA35+ : 1.6								
3	700A-900A	30	\$750.00	9/12	9/24	5	W-F,M	10
PROGRAM : NEWS								
RA35+ : 2.1								
4	900A-1000A	30	\$215.00	9/12	9/24	5	W-F,M	10
PROGRAM : MORE LAS VEGAS								
RA35+ : 1.2								

REP HEADLINE# 6303310
*** ORIGINAL REV#0 ***

REP: TEL# 610-293-4100
ORDER WORKSHEET

FAX# 610-225-1191
HARRIS REPORT FROM REP
AUG31/12 15.24
*** KVVU-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
5			1000A-1100A PROGRAM : DR OZ RA35+ : 1.1	30		\$225.00	9/12	9/24	5		W-F,M	10
6			100P-200P PROGRAM : DAYTIME RA35+ : 1.0	30		\$175.00	9/12	9/24	3		W-F,M	6
7			200P-300P PROGRAM : KATIE RA35+ : 1.3	30		\$250.00	9/12	9/24	5		W-F,M	10
8			300P-400P PROGRAM : ANDERSON COOPER RA35+ : 0.8	30		\$275.00	9/12	9/24	3		W-F,M	6
9			400P-500P PROGRAM : DR OZ RA35+ : 1.2	30		\$350.00	9/12	9/24	3		W-F,M	6
10			500P-530P PROGRAM : NEWS RA35+ : 1.6	30		\$585.00	9/12	9/24	3		W-F,M	6
11			530P-600P PROGRAM : NEWS RA35+ : 2.0	30		\$600.00	9/12	9/24	3		W-F,M	6
12			600P-630P PROGRAM : NEWS RA35+ : 1.6	30		\$525.00	9/12	9/24	3		W-F,M	6
13			630P-700P PROGRAM : MORE ACCESS RA35+ : 2.8	30		\$400.00	9/12	9/24	3		W-F,M	6
14			700P-730P PROGRAM : EXTRA RA35+ : 1.5	30		\$575.00	9/12	9/24	3		W-F,M	6

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
15			730P-800P	30		\$825.00	9/12	9/24	5		W-F,M	10
	PROGRAM :		TMZ									
	RA35+		2.2									
16			1000P-1100P	30		\$1,725.00	9/12	9/24	3		W-F,M	6
	PROGRAM :		NEWS									
	RA35+		3.7									
17			1000P-1100P	30		\$950.00	9/15	9/22	1		SAT	2
	PROGRAM :		NEWS									
	RA35+		3.0									
18			1000P-1045P	30		\$1,575.00	9/16	9/23	1		SUN	2
	PROGRAM :		NEWS									
	RA35+		4.0									
19			1045P-1100P	30		\$1,000.00	9/16	9/23	1		SUN	2
	PROGRAM :		SPORTS EXTRA									
	RA35+		3.2									
20			100A-200A	30		\$65.00	9/23	9/23	1		SUN	1
	PROGRAM :		THE CLOSER									
	RA35+		1.2									
21			800P-900P	30		\$2,700.00	9/17	9/24	1		MON	2
	PROGRAM :		BONES									
	RA35+		5.0									
22			800P-900P	30		\$2,825.00	9/25	9/25	1		TUE	1
	PROGRAM :		<i>News Girl</i> RAISING HOPE /BEN AND KATE									
	RA35+		6.2									
23			800P-1000P	30		\$4,250.00	9/12	9/19	1		WED	2
	PROGRAM :		X FACTOR									
	RA35+		11.8									
24			100P-400P	30		\$6,500.00	9/16	9/23	1		SUN	2
	PROGRAM :		<i>Early Game</i> NFL									
	RA35+		9.1									

Early Game
Dec 130p

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
25			100P-900P	30		\$2,000.00	9/22	9/22	1		SAT	1
PROGRAM : COLLEGE FOOTBALL												
RA35+ : 5.0												
26			1100P-1200M	30		\$225.00	9/16	9/23	1		SUN	2
PROGRAM : CRIMINAL MINDS												
RA35+ : 1.0												
27			900P-1000P	30		\$3,250.00	9/17	9/24	1		MON	2
PROGRAM : MOB DOCTOR												
RA35+ : 4.5												
28			800P-900P	30		\$3,250.00	9/13	9/20	1		THU	2
PROGRAM : X FACTOR RESULTS												
RA35+ : 12.0												
29			900P-1000P	30		\$3,850.00	9/13	9/20	1		THU	2
PROGRAM : GLEE												
RA35+ : 6.7												
30			1000A-100P	30		\$5,800.00	9/16	9/16	1		SUN	1
PROGRAM : NFL												
RA35+ : 10.2												
SEP/12 132450.00												CONTRACT TOTAL 132450.00
												TOTAL SPOTS 148

MARKET TOTALS \$413,906	KVVU 32%	KSNV 24%	KTUD 0%	KLAS 28%	KTNV 12%	KVMY 1%	KVCW 3%	CABL 0%
-------------------------	----------	----------	---------	----------	----------	---------	---------	---------

SVC- NSI
 DEMOS- RA35+*